Recruitment Plan for Fall Semester

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| Date: |
| Campus: |
| Coordinator Name: Cell Phone: |
| Direct Supervisor: |
| Birthright Recruitment Season: Open Date: Expected Close Date: |
| Important Dates: |

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|  | Goals for Fall | Outcomes for Fall | Goals for Spring | Outcomes for Spring |
| Total Number of Deposited Registrants For The Semester (This can include students not affiliated with your school. This goal is set through discussion with supervisors during site visit or shortly thereafter) |  |  |  |  |
| Total # of Bus Participants from YOUR CAMPUS |  |  |  |  |
| Number on pre-registration/interested list: |  |  |  |  |
| PERCENTAGE of participants FROM YOUR CAMPUS that are NOT affiliated with Jewish life: |  |  |  |  |
| PERCENTAGE of participants FROM YOUR CAMPUS that are underclassmen: |  |  |  |  |
| Number of recruitment events held: |  |  |  |  |
| Number of interns/Sales Team members: |  |  |  | New/Reenrolled: |
| Total Amount spent on recruitment:  (Insert amount agreed upon in pre-budget submittals for goal and actual for outcomes) |  |  |  |  |
| Number of educational pre-trip orientations events held: |  |  |  |  |
| Total amount spent on post-engagement:  (Insert amount agreed upon in pre-budget submittals for goal and actual for outcomes) |  |  |  |  |
| Number of post-engagement events held: |  |  |  |  |
| Percentage of alumni engaged in in post-engagement (three or more activities): |  |  |  |  |
| Number of hours BRI spent volunteering (Estimate): |  |  |  |  |
| Number of BRI alumni who returned/are returning to Israel (please note the program they are returning on i.e. Masa, Onward, Aliyah, etc): |  |  |  |  |
| Number of BRI alumni engaged in Jewish Learning: |  |  |  |  |
| \*Number of “Get Back to Israel” Reps on campus: |  |  |  | New:/Reenrolled: |
| Do you have an Israel Fellow: |  |  |  |  |
| Have you had BDS on your campus or heard rumors? |  |  |  |  |
| Do you have an active SJP: |  |  |  |  |
| First Day of Classes/Frosh or Welcome Week (weird placement: |  |  |  |  |
| Spring Break and Winter Break Dates: |  |  |  |  |

*\*Onward Program Campus Only*

1. Provide a summary of your Campus Environment (100 Words) *Is your campus spread out over multiple locations, is Hillel on campus, are you in an urban setting, is there a large Greek life population, where do students gather?*
2. What specifically is your marketing strategy centered around? What is the unique selling proposition of your campus trip, how will you differentiate your trip from others? How are you stressing/prioritizing pre-registration?

Marketing: This section outlines how Pre-Trip Funds will be spent by you on campus, please ensure your budget template coordinates.

1. **Social Media Overview** *What marketing campaigns will you utilize this year, what campus contacts/relationships will you leverage, what is your frequency of posting, emailing, please develop a schedule of postings using the chart below or your own.*

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| --- | --- | --- | --- |
| Channel | Frequency (Daily/Weekly) | Content | Costs |
| Facebook: |  |  |  |
| Twitters: |  |  |  |
| Instagram: |  |  |  |
| Emails: |  |  |  |
| Groups: |  |  |  |
| Paid Ads: |  |  |  |
| Other: |  |  |  |

1. **Print Materials/Guerilla Marketing** *Provide details of printed fliers, chalking, cut outs, posters, and new materials planned for this year. How will you distribute, what is the frequency of distribution?*
2. **Tabling** *Have you researched how to submit a table permit, scoped out locations, determined the frequency, planned for inclement weather? What swag, food, giveaways will you provide, are you planning a raffle, special entertainment (camel costume, belly dancer, drummers, music, prize wheel, etc., what incentives are planned. Include the number of interns assigned to tabling, the scheduled tabling and events (below). What do you need prior to kick-off that IACT can assist with?*
3. **Leveraging Contacts/Relationships:**
4. What three student/markets/groups are you targeting, and specifically how are you planning to reach out to them? *\*National Campuses include information regarding your Sales Force.*
5. Greek life, how are you connected or how will become connected?
6. Interns (Please submit the Intern Contract)
   * Have you hired interns?
   * How many will you hire, how much will you pay each one? (we recommend a team of 4-5, and paying each at least $300 each)
   * Describe how you are planning to train your interns. How do you plan on teaching them effective recruiting strategies (i.e. training sessions, weekly meetings, checkins)
7. Student Groups, have you connected with Jewish and non-Jewish student groups, how will you reach out?
8. Alumni, how will you utilize the alumni on campus?
9. Tour operators, guest speakers?
10. Incentives, are you using them, who are you providing them too?
11. Campus Events, what Hillel events, or other campus events will you leverage (targeting underclassmen, unaffiliated students)? How will you leverage High Holidays?
12. What are the three most important parts of recruitment? What do you think makes a good recruiter?
13. **Schedule:** Please complete the calendar below and include all activity (events, social media, coffee dates, etc.) It is designed to be a tool for us as a team to help plan and to understand what your schedule is and if possible how we can assist with additional support. If you are off from work, please indicate on calendar.

August

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| --- | --- | --- | --- | --- | --- |
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday |
| Activity:  Holiday/Event leveraged:  Supplies:  Volunteers/Interns:  Need Help? |  |  |  |  |  |
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September

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| --- | --- | --- | --- | --- | --- |
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday |
| Activity:  Holiday/Event leveraged:  Supplies:  Volunteers/Interns:  Need Help? |  |  |  |  |  |
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November

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| --- | --- | --- | --- | --- | --- |
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday |
| Activity:  Holiday/Event leveraged:  Supplies:  Volunteers/Interns:  Need Help? |  |  |  |  |  |
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Optional

1. **Wish list, what could you use to elevate your recruitment efforts that you were unable to accommodate in this seasons schedule and budget?**
2. **Have you connected with other IACT Coordinators, what is the most effective way for you to share strategies?**

Note: This document will serve as a reporting tool to major donors to help them understand the depth and expertise you bring to recruitment.